Companies utilizing e-business strategies

Business, E-Commerce

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Most of the organizations are now using e-commerce as their standard procedure for operating. Since e-commerce requires a large setup of marketing and technical expertise therefore, setting up this business requires more effort. Since customers want to access different products or service at any time of the day therefore, online operations are the most suitable way. E-commerce can be categorized as a subordinate of e-business because it mainly deals with business of the organization such as buying, selling or exchanging goods and services. E-commerce coordinates with the marketing department of the organization through e-mail, fax, chat etc. as it has a direct relationship with the marketing department. The new prospects for innovation are provided to the organizations by e-commerce, and internet strategy of the organizations is dependent on the e-commerce.

The example of B2B applications are " Buy-side B2B applications, sell-side B2B applications, E-marketplace B2B applications, Trading associate agreement and B2B applications". If applications such as EFT and EDI can be improved for assisting procedure of B2B, then different applications can be moved forward. Similarly, there are different issues involved in B2B applications such as pace, safety and flexibility. There are different organizations that create outstanding content for performing B2B activities. Intercom is a well known brand that has created a large blog for itself in which management of customer relationship is comprehensively explained. Deloitte is a financial consultancy firm that caters diverse markets. To make a practical content is the basis of Deloitte's B2B marketing strategy, and it is

due to this reason that they have tried to make such setup where customers can get attracted towards the company. Gild is another renowned company that provides recruiting solutions to the companies therefore; company has made sure that B2B readers can utilize their content in a positive manner. Cisco is known for providing different systems of networking ranging from routers to software's. For performing B2B activity, the company has made a video channel on YouTube, where different networking solutions are delivered and suggested to the users in order to make them attracted towards the company. The company has focus on educating its B2B customers instead of promoting itself, and this is the reason that B2B activity of Cisco is famous amongst customers (Anderson, 2012).

The B2C applications are directly sold to the customers and example of B2C applications is the retail websites where customers are able to buy the product or service directly from the customers. To reach customers is one of the most important aspects of the companies, but some companies having strong distribution channel are not worried to reach the customer directly. The cost effectiveness of B2C business on e-commerce has forced companies to open their retail store online in which customers can be reached directly. The features and functions that organizations used in their website includes " Custom site design, Product management, Order management, Shopping chart, Checkout, Security, and Site management" (Bidgoli, 2011). Some of the most common organizations that use online stores for reaching maximum customers include Dell, Tesco, Marks & Spencer, IBM, HP and Sony.

Reference List

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